



Eastern Workmen and their Families Eat over \$20,000,000 worth of Western Meats and Butter

THIS Eastern industrial worker likes Western food and he buys plenty of it — when he's working.

For instance, take an item like meat. Eastern sales alone brought the West nearly \$20,000,000 in 1936. Sale of 10,000 tons of butter brought in nearly \$6,000,000 more, while grain products, poultry and eggs meant another \$15,000,000 in Western pockets.

That's why it's so vital to the West to keep the Eastern worker busy. And one way you help do it is by the purchase of a Canadian-built car, for an active Automotive Industry keeps many other industries humming — and all their workers and their families must be fed.

Of course, your money goes East — but it comes back to you in no uncertain fashion: in the purchases of your best customer, the industrial East, that aggregate over \$40,000,000 a year.

For statistical and further information about this industry, write to
Automotive Industries, 1006 Lawrence Building, Toronto.

AUTOMOTIVE INDUSTRIES

Town & District

Miss M. Stubbs of Calgary spent a few days in town last week visiting Miss Peggy Yates.

Frank Woods of Duchesne spent the weekend in town visiting friends and relatives. He returned to his job on Tuesday.

New Year's eve in town was very quiet. On the streets there was very little or no sign of life. There were many parties at the home firesides.

Mr. and Mrs. Clifford Bopstie of Trail have been spending the past couple of weeks in town visiting relatives. They will leave for home Friday.

During January, February and March there will be no picturs shows on Thursday evenings. On Saturday afternoon there will be the usual matinee at 3 p.m. and in the evening there will be only one show commencing at 8 p.m.

The winners of the weight guessing contest of a carcass of beef staged by R. S. Haskayne resulted as follows: J. W. Bell won the carving set guessing 110 pounds and 4 ozs. Mrs. R. P. Umbrite 710 lbs. The actual weight of the carcass was 710 lbs. 6 ozs.

Mr. and Mrs. J. A. McArthur entertained a number of their friends at cards last Thursday evening. The prizes being won Mrs. McArthur ladies first; Mrs. L. Lilla conclusion; Mr. McKeever gentlemen and Roy McLaughlin conclusion. After a delicious lunch all went home in the wee hours of the morning.

A charming birthday party was held at the Evening Home on Wednesday afternoon in honor of Miss Grace Sutherland. The invited guests were: Mrs. J. Brand and the Misses Edith Cadman, Jess Burrows, Dorothy Brand, Ruth Walker, Norma Halstead, Aubrey Thompson, Marie Short, Rosemary Agby, Louise McKee, and Masters Alvin and Russell Sutherland. Games and guessing contests proved very entertaining for the young folk and honors went to Rosemary Agby. Mrs. M. Halstead, Aubrey Thompson, Marie Short and Grace Sutherland. A dainty lunch was served by Mrs. Sutherland.

"Do you know why we call our language the Mother Tongue?" "Because father never gets a chance to use it."

driving resulting in the boy being in school.

Importance of teaching children about the requisites of safe driving is recognized by motor club authorities in many centres. In this province it is believed that such instruction will prove beneficial when made a part of the social study course. The proposal has aroused the sympathetic interest of officials of the department of education, while much authoritative material on the subject has been provided by the A. M. A.

RONALD COLEMAN IN "THE PRISONER OF ZENDA"

Saturday Matinee at 3 p.m.

Evening Show at 8 p.m.

GLEICHEN COMMUNITY HALL

M. D. OF BLACKFOOT, NO 218

Take notice that the municipal pound hereto before conducted by Floyd P. Sammons on the S.W. 23-25-4th, has been abolished and that the said Floyd P. Sammons has been appointed to conduct a new pound, established on the S.E. 15-25-24th. And further takes notice that notice necessary under the Act shall be posted at the said pound and in Glendon post office.
Dated at Glendon this 23rd day of December, 1938.

W. E. THOMPSON,
Secretary-Treasurer.

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— In fact anything in the line of printing —



The Call
Gleichen, Alta.

PROPOSE DRIVER COURSE IN SCHOOLS

Adoption of a sportsmanlike driving course for Alberta schools appears to be a probability, this having been proposed to the provincial department of education by representa-

tive of the Alberta Motor Association. The A.M.A. at its recent annual meeting passed a resolution requesting that instruction in sportsmanlike driving should be included as part of the social study course prescribed for the schools. Instruction in this phase of motor driving, which would be designed

to train the youth of the province in the elements of safer driving, has proved successful in the United States. Hundreds of teachers across the border also have taken advantage of opportunities to prepare themselves for teaching of sportsmanlike developed as a club activity in many



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1 Canadian Magazine	1 yr.	1 Rod and Gun	1 yr.	
1 Woman's Home Companion	1 yr.	1 Open Road (Boys)	1 yr.	
1 Christian Herald	6 mos.	1 Parents Magazine	6 mos.	

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1 National Home Monthly	1 yr.	1 Farmers	1 yr.	
1 Pictorial Review	1 yr.	1 Canadian Magazine	1 yr.	
1 True Story	1 yr.	1 Parents Magazine	6 mos.	
1 Open Road (Boys)	1 yr.	1 Christian Herald	6 mos.	

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